

Message Text

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PAGE 01 OTTAWA 04264 142241Z

60
ACTION EUR-12

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P 142205Z NOV 75
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC PRIORITY 8048

UNCLAS OTTAWA 4264

POUCHED FOR INFO TO ALL AMCONSULS IN CANADA

EO 11652 NA
TAGS EFIN EIND ETEL SCUL CA
SUBJ TIME MAGAZINE TO CONTINUE PUBLICATION

REFS (A) OTTAWA 4023; (B) KRUSE-LEARY TELECON NOV. 14

1. TORONTO GLOBE AND MAIL FOR NOVEMBER 6 PUBLISHED LENGTHY ARTICLE ON TIME'S PLANS TO CONTINUE CANADIAN OPERATIONS WITH EXTENSIVE QUOTATIONS FROM RALPH DAVIDSON OF TIME, INC. (NEW YORK) AND STEPHEN LARUE OF TIME CANADA LTD. STATEMENTS APPARENTLY MADE AT PRESS CONFERENCE IN OTTAWA PREVIOUS DAY.

2. ARTICLE REPORTED TIME EXECUTIVES SAID PUBLICATION WOULD CONTINUE EVEN IF IT CANNOT MEET GHE 80 PERCENT CANADIAN CONTENT REGULATIONS (SEE REF A) AND IT WILL CUT ITS ADVERTISING RATES BY AS MUCH AS HALF IF NECESSARY TO KEEP COMPETITIVE. SUGGESTED POSSIBILITY OF INCREASE IN SUBSCRIPTION RATES AND, AS A LAST RESORT, MIGHT DROP ITS SIX PAGES OF CANADIAN NEWS.

3. DAVIDSON AND LARUE COMPLAINED OF LACK OF OFFICIAL COMMUNICATION FROM GOC WITH RESPECT TO CONTENT REQUIREMENTS AND INDICATED A PRESS RELEASE WAS INADEQUATE. ALSO COMPLAINED OF INABILITY TO GET APPOINTMENTS WITH SECRETARY OF STATE FAULKNER AND REVENUE MINISTER CULLEN. (LATTER QUOTED IN ARTICLE, UNCLASSIFIED

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PAGE 02 OTTAWA 04264 142241Z

AND SHOWN ON TV, AS DENYING THAT HE HAD HAD ANY CALLS

FROM TIME EXECUTIVES REQUESTING A MEETING.)

4. DAVIDSON ALSO INDICATED THAT WHILE TIME OBJECTED IN PRINCIPLE TO ANY CONTENT RULES, IT COULD COMPROMISE AT THE FIFTY PERCENT LEVEL. HE ALSO SUGGESTED THE SIX PAGES ON CANADA WERE INADEQUATE AND MIGHT BE INCREASED (WITHIN THE FRAMEWORK OF CONTINUATION OF PRESENT TAX STATUS).

5. CLIPPING FROM GLOBE AND MAIL (AND PARALLEL ONE FROM MONTREAL GAZETTE) HAVE BEEN FORWARDED TO DEPARTMENT EUR/CAN. PORTER

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